

FOR IMMEDIATE RELEASE



Phil Morettini named Tech Columnist/Blogger on San Diego News Network (SDNN)

PJM Consulting President to Write Weekly Column on Technology and Software Business

SAN DIEGO, Calif., May 12, 2009 – PJM Consulting announced today that the firm's President, Phil Morettini, has been named to write a Blog Column on the San Diego News Network.

The column is entitled "Morettini on San Diego (SD) Tech" and will provide viewpoints and commentary on current news, trends and important topics in the technology business. There will be a local emphasis on software and technology activity in the San Diego metro area, but the column will also include topics of global interest. A number of articles on [Software and Tech Management](#) topics are already available in the [SDNN business section](#). The format is designed to be interactive, and user comments and feedback are welcomed. RSS feeds are available for newsreader subscriptions.

Recent articles written by Mr. Morettini on the SDDN website include such titles as "Back to the Future: Cloud Computing and SaaS", "Use White Papers for marketing", "Oracle eats Sun — indigestion?" and "The shrinking venture capitalist."

Mr. Morettini is an experience senior executive with extensive experience in both Fortune 500 tech companies, as well as extensive software startup experience. He has served as a CEO, VP/General Manager and VP, Sales & Marketing across a number of high tech market segments. In 2000, he founded PJM Consulting to serve the software and IT companies in need of outside expertise and senior management bandwidth.

SDNN is a new, web-based news site providing full coverage of the San Diego Area.

ABOUT PJM CONSULTING

PJM Consulting is a Management Consulting firm that provides [General Management Strategy](#), [Product Marketing Strategy](#), [Business Development](#) and [M&A services](#) to [Software & High Technology companies](#). The company was founded in 2000, is privately held and based in San Diego, CA. USA. Phil Morettini's on-site Blog: "Morettini on <High Tech> Management" can be found at <http://www.pjmconsult.com/philsblog.html>. The company also publishes a free [monthly newsletter for Software and Technology Executives](#). Sign up for the PJM Consulting newsletter at <http://www.pjmconsult.com/data/newsletter.htm>.

Note to Editors: Photos are available on the PJM Consulting website or via the contact below:

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